

# Accountability Report Transmittal Form

**Organization Name: Denmark Technical College**

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# **Denmark Technical College**

**Denmark, South Carolina**

**2008-2009**



**Accountability Report**



## **Section I – Executive Summary**

### **1. Denmark Technical College Mission Statement**

Denmark Technical College is a public, comprehensive, Historically Black, two-year technical college located in rural Bamberg County. The College annually serves approximately 2,000 credit and continuing education students, a mix of traditional, nontraditional, full-time and part-time. Denmark Technical College is the only technical college in the State of South Carolina with on-campus housing. As a member of the South Carolina Technical College System, Denmark Technical College's mission is related to the educational mission of the State of South Carolina and the Technical College System. The College's primary service area is comprised of Bamberg, Barnwell, and Allendale Counties with a legislated mandate to serve students throughout the state. As an open-door institution, the College provides affordable, post-secondary education culminating in associate degrees, diplomas, or certificates, to citizens from diverse educational and socioeconomic backgrounds.

The mission of Denmark Technical College is fourfold: 1) To provide students the knowledge and skills necessary for employment and maintenance of employment as technical, semi-professional, and skilled workers in engineering and industrial technologies, business, computer technologies, and public service; 2) To prepare students for transfer to senior institutions; 3) To provide graduates with competency in written and oral communication, computer literacy, information processing, mathematics, problem-solving and interpersonal skills necessary for life-long learning; and 4) To enhance the economic development and growth of the service area and the state.

### **Values**

Denmark Technical College pursues its mission within a student-centered environment based on the fundamental values of a commitment to excellence; fostering a positive learning process, well-balanced cultural and social experiences; in an atmosphere of mutual respect, an understanding of and the ability to function in a technologically advanced world; and with a realization of the need for a strong work ethic.

### **2. Major Achievements from Past Year**

The college improved customer services by centralizing enrollment services for students in one location, building 027. The offices in this building include Counseling/Testing, Recruitment, Admissions, Records, Financial Aid, and Career Planning and Placement.

The financial aid and admissions office implemented another part of DATATEL, by setting up Communications Management/Automatic Packaging so that offices can work together in making sure students are awarded aid within in the guidelines.

On April 28, 2009, Denmark Technical College in connection with the Barnwell Economic Development Commission opened the Denmark Technical College Technology Training Center, located in the Barnwell Industrial Park. This facility is one of the most high tech Manufacturing training facilities in the state. The college has served over 120 clients to date, and offers the following classes:

Phlebotomy Technician, Certified Nursing Aid (CNA), Medical Terminology, Clinical Medical Assistant (CMA), EKG/ECG Technician, Patient Care Technician, Medical Billing & Coding, Pharmacy Technician, Home Health Care Aide, Dialysis Technician, Dental Assisting, Workplace/MS Office 2007, Emergency Medical Technician (EMT), Defensive Driving, Pre-Manufacturing (NCCER), Industrial Process & Assembly, Warehouse Specialist, Multi-Skills Maintenance, Industrial Electrician, Welding, and HVAC Technician

Two summer programs were held on campus: A Robotics Institute for students in Middle and High School; A Summer Youth Program for students in the tri-county area in collaboration with Lower Savannah Council of Government

Academic scholarships were awarded to students in Computer Technology, Engineering, and Associate of Science programs through the College's NNSA grant.

In May 2009 the DTC Practical Nursing Program received full approval from the SC Board of Nursing.

Practical Nursing class of 2008 graduated 9 students. As of 9/16/09 five students have taken and passed the national licensure exam, NCLEX-PN. Four students are employed and 1 student is currently taking courses toward the RN degree.

Nurse Aide Program class of 2009 had a 100% pass rate on the Certified Nursing Assistant exam.

Three students attended a summer internship with Department of Energy at National Nuclear Laboratory Sites, two students interned at the NNSA site in Livermore, California and one student interned in Las Vegas, Nevada working in Information Technology and Cyber Security.

The Denmark campus was upgraded with directional signage throughout the campus.

The college completed upgrades for ADA compliance.

### **3. Key Strategic Goals for 2006-2010**

#### **Marketable Graduates**

Prepare graduates with the skills and competencies to meet the demands of a technologically dynamic, competitive workplace and academically challenging senior college environments.

#### **Academic Programs**

Provide comprehensive instructional programs using flexible access to education, training, and retraining using distance learning, evening and weekend scheduling, and variable length courses in addition to traditional instruction.

## **Systematic Teaching and Retention (STAR)**

To improve the retention of transitional studies students through systematic teaching, enhanced academic support and student services through the implementation of “Project STAR: Systematic Teaching and Retention.”

## **Economic Development**

Contribute to the economic and community development of the service area and the state through cooperative and collaborative programs with business and industry, community agencies and organizations, local schools and other colleges and universities.

## **Resources**

Expand and upgrade the financial and infrastructure resources necessary to achieve the College’s Mission.

## **Institutional Effectiveness**

Ensure accountability and the effective and efficient performance of all aspects of the College through assessment and the continual professional development of the faculty, staff and administrators.

## **Student Development**

Provide students with instructional support and cultural, recreational, and social experiences in a student-centered environment with respect for diversity.

## **Marketing and Image**

Develop a marketing strategy to promote the image of the College and to facilitate the recruitment of students.

## **4. Key Strategic Challenges (i.e. educational, operational, human resource, financial, and community-related strategic challenges).**

The key strategic challenges to Denmark Technical College are as follows:

- **Educational** – To provide the opportunity for the South Carolina citizens served by the college to receive the education and training needed to transfer to a four-year institution or to go into the workforce. Significant educational resources are needed to provide this opportunity due to the fact that the college’s students come from rural, economically deprived area with inadequate preparation through the public schools.
- **Operational** – To manage a small college, which must perform all of the functions of a larger institution, with fewer resources, both human and financial, to the same standard as the larger institutions with more resources?

- **Human Resource** – To attract the caliber of faculty and staff needed at a small, rural college to effectively meet both the academic and management goals effectively and efficiently.
- **Financial** – To maintain and update a physical plant with considerably fewer resources than the other technical colleges due to the fact that the 3 counties served by Denmark Technical College provide a total of less than \$10,000 annually to the college in comparison with the millions provided to the other colleges by their counties. Again the rural, economically deprived area creates extreme financial challenges as the State support for higher education consistently declines.
- **Community-Related** - To contribute to the economic development of the service area and the state by providing education and training needed to help attract and keep businesses and industries.

## 5. Use of Accountability Report

The Denmark Technical College Planning and Assessment Processes are used to identify and then assess progress towards the achievement of the strategic goals and objectives during a five year cycle. In addition each year the College assesses progress and identifies annual goals and objectives. These processes are focused on efforts to continually improve the services provided by Denmark Technical College to the citizens of the State. The Accountability Report will now become a part of that process as an avenue for sharing planning and assessment information with the state of South Carolina.

## Section II – Organizational Profile (a fact-based description of the organization)

### 1. Main Educational Programs, Offerings, and Services and the Primary Methods by Which They Are Delivered

The College seeks to fulfill its mission by offering the following programs using multiple instructional methods, including traditional lecture and lab and distance education through interactive video and satellite technology for both on-campus and off-campus instruction:

**Senior College/University Transfer Program:** Completion of courses directly equivalent to the first two years of traditional college study as offered at senior colleges and major universities which may be transferred to senior colleges. Program associate degrees are the Associates in Arts and the Associates in Science.

**Technical Education:** Curriculum designed to provide the knowledge and skills needed for employment in industry, business, and government. The following are the technical education majors that are available to Denmark Technical College students.

## Degrees, Diplomas, and Certificates Offered by Denmark Technical College

<b>Associate Degrees</b>	<b>Certificate Programs (continued)</b>
Computer Technology	Computer Servicing & Repair
Criminal Justice	Criminal Justice
Early Care and Education	Culinary Arts
Electromechanical Engineering Technology	Customer Service
Electronics Technology	Early Childhood Development
General Business	General Studies
Human Services	Gerontology
Administrative Support Technology	Industrial Process Technology
	Legal Research Assistant
<b>Diploma Programs</b>	Machine Tool
Barbering	Multimedia WEB Graphics Design
Cosmetology	Multi-Skilled Maintenance Technician
Pharmacy Technician*	Plumbing
Practical Nursing	Pre-Medical
	Welding
<b>Certificate Programs</b>	Word Processing
Accounting	
Building Construction Fundamentals	
Computer Networking	



## 2. Key Student Segments, Stakeholder Groups, and Market Segments and Their Key Requirements/Expectations

The College's primary service area is comprised of Bamberg, Barnwell, and Allendale Counties with a legislated mandate to serve students throughout the state. As an open-door institution, the College provides instruction culminating in associate degrees, diplomas, or certificates, to citizens from diverse educational and socioeconomic backgrounds. The characteristics of our key student segments are found in the table below.

**Denmark Technical College Student Characteristics in Fall 2008**

		<b>Count</b>	<b>Percentage</b>
<b>Student Status</b>	<b>Full-Time</b>	960	42.2%
	<b>Part-Time</b>	1317	57.8%
<b>Residency</b>	<b>South Carolina</b>	2243	98.5%
	<b>Non-SC Residents</b>	34	1.5%
<b>Housing</b>	<b>Undergraduates on Campus</b>		0.0%
<b>Race</b>	<b>Black</b>	2161	94.9%
	<b>White</b>	88	3.9%
	<b>Other</b>	28	1.2%
	<b>Unknown</b>	0	0.0%
<b>Gender</b>	<b>Female</b>	1246	54.7%
	<b>Male</b>	1031	45.3%
<b>Average Age</b>	<b>&lt;18</b>	837	36.8%
	<b>18-19</b>	516	22.7%
	<b>20-21</b>	287	12.6%
	<b>22-24</b>	163	7.2%
	<b>25-29</b>	142	6.2%
	<b>30-34</b>	88	3.9%
	<b>35-39</b>	69	3.0%
	<b>40-49</b>	97	4.3%
	<b>50-64</b>	63	2.8%
	<b>≤ 65</b>	11	0.5%
	<b>Unknown</b>	4	0.2%
<b>First - Time, Full Time Freshmen:</b>			
<b>Undergraduates</b>	<b>Full-Time</b>	960	42.2%
	<b>Part-Time</b>	1317	57.8%
<b>Graduates 2009:</b>		273	
<b>All Students:</b>		2277	

Students attending Denmark Technical College are seeking either to earn a two year associate degree and transfer to a four-year institution or to gain the knowledge and skills to go into the workplace with associate, diploma, or certificate degrees. In addition, through testing many of them are placed in transitional studies courses and subsequently work towards improving their reading, mathematics and English skills to transition into regular college courses.

### **3. Operating Locations**

#### **Main Campus**

Denmark Technical College, 1121 Solomon Blatt Boulevard, Denmark, South Carolina 29042

#### **Classroom Building**

Barnwell Building, 10370 Ellenton Road, Barnwell, South Carolina 29812

### **4. Number of Employees Segments by Faculty, Staff, and Others**

During the year 2008-2009, Denmark Technical College employed 41 full-time faculty; 14 adjunct faculty; 80 full-time staff; and 80 part-time staff as of November 1, 2008.

### **5. Regulatory Environment**

Denmark Technical College is a state-supported two-year technical college which operates under the auspices of its local area commission and the State Board for Technical College and Comprehensive Education. As an institution that receives Title IV funding from the Federal Government, the College also must adhere to Federal regulations regarding the management of those funds. The College also abides by all Federal and State Regulations regarding the operation of the institution. Denmark Technical College is accredited by the Southern Association of Colleges and Schools, 1866 Southern Lane, Decatur, Georgia 30033-4097 to award associate degrees, diplomas, and certificates.

### **6. Governance System (The relationship between the governance board/policy making body and the senior leaders, as appropriate.)**

The President of Denmark Technical College reports directly to and is accountable to the Denmark Technical College Area Commission. The Denmark Technical College Area Commission has fiduciary responsibility for the College. In addition, they must approve all academic programs and policies of the College. The State Board for Technical and Comprehensive Education has jurisdiction and authority over the sixteen state-supported technical institutions and their programs in the South Carolina Technical College System.

### **7. Key Suppliers and Partners**

The key suppliers of students for Denmark Technical College are Bamberg, Barnwell, and Allendale Counties. During 2008-2009, 65.3% of the Denmark Technical College students came from the tri-County service area, 29.7% came from other South Carolina counties, and 5% were out-of-state residents.

Denmark Technical College works closely with the five high schools in the Tri-County Service Area providing dual credit courses and other collaborative programs such as HEAP, EEDA, and Pathways to Progress. The College also collaborates with business and industry providing instruction and training for potential and current employees at Grant Forest, EXCEL Comfort Systems (now Allied Enterprises), Dixie Narco, and other employers in the service area.

**8. Key Competitors** (other educational systems that directly compete for the same type of studies, research grants, etc.)

Denmark Technical College's key competitors are other public and private colleges and Universities in the state that compete for high school graduates interested in furthering their education.

**9. Principal Factors That Determine Competitive Success** (The key changes that are taking place that significantly impact your competitive situation.)

The principal factors that determine Denmark Technical College's competitive success in recruiting students are the number of students completing their high school programs, the placement rate of graduates, and the availability of financial aid support for students. Other factors which are important are the image of the college as a place where students can succeed and the effectiveness of recruitment and retention strategies.

The key change in the educational environment that impacts the competitive situation are the changes in financial aid availability and guidelines for both state and federal aid that decreases the funds available to cover the cost of education for our students. Denmark Technical College has maintained its tuition at the same level since 2002. Yet the cost of books and the cost of living have increased sufficiently to cause students to struggle to pay for the cost of their education.

## **10. Performance Improvement Systems**

Denmark Technical College strives for continuous improvement in all operations of the institution utilizing both external and internal processes to manage performance improvement.

The External Processes include institutional accreditation by the Southern association of Colleges and Schools and national programs accreditation for four academic programs: The Electromechanical Engineering Technology Associate Degree by the Accrediting Body for Engineering Technologies; the General Business Associate Degree by the Associate of Collegiate Business Schools and Programs; the Early Care and Education Associate Degree by the National Association for the Care of Young Children, and the Cosmetology Diploma accredited by the National Accrediting Commission of Cosmetology Arts and Sciences. Both the institutional and the program accrediting agencies require a performance self-analysis by the College and external review team visit, and follow-up to improve operations. All academic programs are evaluated annually by the State Board for Technical and Comprehensive Education. All associate degree programs are evaluated annually by the South Carolina Commission on Higher Education. The College is required to maintain performance levels set by these agencies.

The Internal Planning and Assessment Process of the College includes the development of a five-year strategic plan, annual assessment of progress, and an annual operational plan from all planning units of the college. In addition the students evaluate their classroom instruction using the Student Evaluation of Instruction form which is administered to every class, every term. The employees of the institution are evaluated annually using the South Carolina Employee Performance Management System. Each year the institution submits an Institutional Effectiveness Report to the South Commission on Higher Education and a report on CHE via the South Carolina's Performance Funding System for Higher Education.



## Accountability Report Appropriations/Expenditures Chart

### Base Budget Expenditures and Appropriations

Major Budget Categories	FY 07-08 Appropriations Act		FY 08-09 Appropriations Act		FY 08-09 Appropriations Act	
	Total Funds	General Funds	Total Funds	General Funds	Total Funds	General Funds
Personal Service	\$6,461,081	\$3,375,135	\$6,202,974	\$2,513,538	\$6,202,974	\$2,492,967
Other Operating	\$5,924, 815		\$6,073,732		\$6,073,732	
Special Items	\$419,525	\$419,525	\$506,738	\$506,738	\$547,225	\$547,225
Permanent Improvement						
Case Services						
Distributions to Subdivisions						
Fringe Benefits	\$1,600,309	\$708,778	\$706,000	\$1,243,627	\$1,243,627	\$711,511
Non-recurring	\$110,787	\$110,787	\$278,465	\$292,825	\$292,825	\$292,825
Total	\$14,516,517	\$4,614,225	\$4,004,741	\$14,360,383	\$14,360,383	\$4,044,528

### Other Expenditures

Sources of Funds	FY 06-07 Actual Expenditure	FY 07-08 Actual Expenditures
Supplemental Bills		
Capital Reserve Funds		
Bonds		

## Major Program Areas

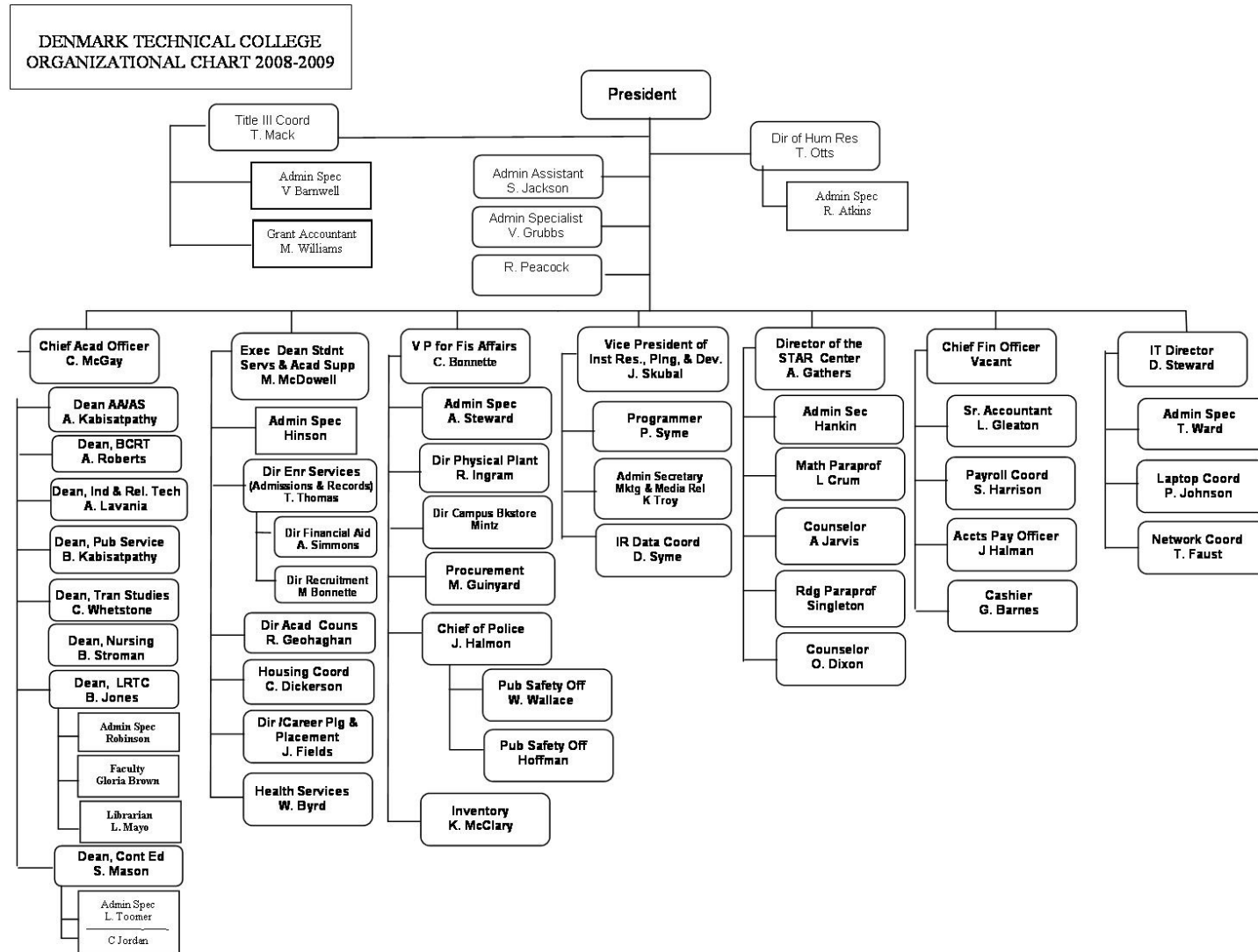
Program Number and Title	Major Program Area Purpose (Brief)	FY 07-08 Budget Expenditure	FY 08-09 Budget Expenditures	Key Cross References Financial Results*
Instruction	Instruction- the major purpose of Denmark Technical College is to provide instruction to impart the knowledge and skills to enter the work place or transfer to a four-year institution.	State: \$4,614,223 Federal: \$6,903,522 Other: \$2,998,772 Total: \$14,516,517 100% of Total Budget	State: \$4,053,465 Federal: \$7,318,149 Other: \$3,206,851 Total: \$14,578,465 100% of Total Budget	
		State: \$ Federal: \$ Other: \$ Total: \$ 100% of Total Budget	State: \$ Federal: \$ Other: \$ Total: \$ 100% of Total Budget	
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Below: List any programs not included above and show the remainder of expenditures by source funds.

Remainder of Expenditures:	State: Federal: Other: Total: % of Total Budget	State: Federal: Other: Total: % of Total Budget
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\*Key Cross-References are a link to the Category 7 – Organizational Performance Results. These References provide a Chart number that is included in the 7<sup>th</sup> sections of this document.

## DENMARK TECHNICAL COLLEGE ORGANIZATIONAL CHART 2008-2009



## **\*Section III – Elements of Malcolm Baldrige Ward Criteria**

### **Category 1 – Senior Leadership, Governance, and Social Responsibility**

- 1. How do senior leaders develop and deploy their organization's vision and values throughout the leadership system, to the workforce, to key suppliers and partners, and to students and stakeholders, as appropriate? How do their personal actions reflect a commitment to the organizational values?**

The senior leadership of Denmark Technical College is the President and the Executive Cabinet which consists of the Vice President of Academic Affairs, the Vice President for Fiscal Affairs, the Vice President of Institutional Research, Planning and Development, the Executive Dean of Student Services and Academic Affairs, the Chief Financial Officer, the Title III Coordinator, the Director of Personnel, and the Director of the STAR Center.

The vision and values of Denmark Technical College are deployed to all faculty and staff, key suppliers, and partners through the Mission Statement and the Institutional Strategic Goals which are developed through the college-wide strategic planning process. Each planning unit is asked to develop unit goals which support the institution's strategic goals. Annually the units report on their assessment of their progress toward goals and their plans for the coming year. The vision and values are also conveyed to the community at large through the college's media campaign and its major publications which are designed to carry the strong message that Denmark Technical College is a student-centered program.

- 2. How do senior leaders create a sustainable organization with a focus on action to accomplish the organization's strategic objectives, improve performance, and attain your vision?**

At the beginning of each semester the President meets with the faculty and staff and discusses the goals for the semester. The Executive Cabinet meets each week to discuss the issues and activities of the college. The Executive Cabinet members in turn share this information with their staff in regularly scheduled meetings. The College maintains a college-wide calendar with important administrative and academic dates that must be met according to the policies and procedures.

- 3. How do senior leaders personally promote and support an organizational environment that fosters and requires: legal and ethical behavior; and, fiscal, legal, and regulatory accountability? How are these monitored?**

Senior leader promote and support an environment that fosters and requires legal and ethical behavior and fiscal, legal, and regulatory accountability by ensuring the dissemination and enforcement of all policies, procedures, and regulations that affect the operation of the college. The senior leadership strives to be vigilant and consistent in the management of the organization. The college undergoes a financial audit and an inventory audit on an annual basis. Every five years the State Technical College System Office conducts a management audit of the institution. The State of South Carolina also audits procurement processes.

- 4. How do senior leaders create an environment for organizational and workforce learning?**



In building the budget for Denmark Technical College, the college leadership is cognizant of the need for organizational, faculty, and staff learning. Travel funds are provided for conferences, seminars, and meetings. All administrators have system-wide peer group meetings on a regular basis which are attended by Denmark Technical College personnel. In addition, the President has provided for faculty for faculty and staff development through the use of grant funds to support education, training, and travel. Professional development courses are offered for all personnel each semester.

**5. How do senior leaders promote and personally participate in succession planning and the development of future organizational leaders?**

The senior leaders encourage staff members who are interested in advancement to pursue further education. Six professional employees have participated in the State Technical College System's Administrative Leadership Development Program in the past. One individual, a dean, will be starting with the January 2009 cohort.

**6. How do senior leaders communicate with, engage, empower, and motivate the entire workforce throughout the organization? How do senior leaders take an active role in reward and recognition processes to reinforce high performance throughout the organization?**

The senior leaders meet as a group and with individuals and small groups as necessary to conduct the business of the college. The President and Vice President of Academic Affairs meet on a regular basis with the entire faculty. The President and other senior leaders meet with the student body as necessary to convey information. In addition there is a college calendar that is published annually with the schedule of events and the major academic dates. The calendar is distributed to all students, faculty, staff, and administrators. The College now uses email as a major communication link among the individuals in the institution.

Individual and institutional accomplishments are acknowledged in meetings and in the media when appropriate.

**7. How does your organization evaluate the performance of your senior leaders, including the head of the organization and the governance board/policy making body? How do senior leaders use these performances reviews to improve their own leadership effectiveness and that of the board and leadership system, as appropriate?**

The performance reviews of the Area Commissioners and the State Board for Technical and Comprehensive Education are the responsibility of the legislative delegation which determines whether or not they reappointed at the end of their term. The President of the institution is evaluated by the Area Commission. The senior leadership officers are reviewed annually. The senior leadership strives to provide continuous feedback to staff on their effectiveness.

**8. What performances measures do senior leaders regularly review to inform them on needed actions?**

The performance measures that are reviewed by senior leaders on a regular basis are head count and FTE enrollment, number of graduates, graduation rate, placement rates, program evaluation status for academic programs, expenditures vs. budgets for cost centers, dorm residency rates, the success rates of students in classes, and the results of student evaluation of instruction.

**9. How does your organization address and anticipate any adverse impacts of its programs, offerings, services, and operations? What are the key compliance related processes, goals, and measures? (Actual results should be reported in Category 7).**

Prior to implementation of any academic program, Denmark Technical College conducts an assessment of need in the community, including the availability of jobs within the service area. The senior leadership also evaluates whether or not the courses in the associate degree programs will transfer to a four-year institution in order to ensure that students will be able to use their Denmark Technical College work in the future.

**10. How do senior leaders actively support and strengthen the communities in which your organization operates? Include how senior leaders determine areas of emphasis for organizational involvement and support, and how senior leaders, workforce, and the organization's students contribute to improving these communities.**

The senior leadership is constantly seeking ways to contribute to the tri-county area. Under the guidance of the senior leadership Denmark Technical College participates in the Tri-County Development Board which works to bring new business and industry into the area and the tri-County Educational Business Alliance comprise of Denmark Technical College, USC-Salkehatchie, area businesses, and the school districts in Allendale, Bamberg, and Barnwell Counties have formed the Tri-County Educational Business Alliance. The Alliance programs build bridges between secondary education and post-secondary education to prepare students for career in technology. Alliance articulation agreements provide an option through which high school students may receive advanced standing in college vocational and technical programs.

Denmark Technical College works in collaboration with the City of Denmark on projects of mutual benefit including the funding of a new fire truck, improving the water distribution system in the city, and on city planning, recreation, and tourism projects such as the Dogwood Festival.

## **Category 2 – Strategic Planning**

### **1. What is your Strategic Planning process, including key participants, and how does it address:**

- a. Your organization's strengths, weaknesses, opportunities and threats
- b. Financial, regulatory and other potential risks
- c. Shifts in technology, student and community demographics, markets, students and stakeholders preferences, and competition
- d. Human Resources capabilities and needs
- e. Long-term organizational sustainability and organizational continuity in emergencies
- f. Your ability to execute the strategic plan

All Denmark Technical College faculty, staff, and administrators play a role at various stages in the Strategic Planning process. Strategic Planning is conducted at an institutional level using an institution-wide Central Planning Committee led by the Executive dean of Institutional Research and Planning and the Vice President of Academic Affairs. The Central Planning Committee reviews environmental factors, trend data, and the assessment of progress toward the completion of the goals and objectives of the previous planning cycle. Environmental factors include student markets and community demographics. The Central Planning Committee, whose members represent all academic programs and all non-academic constituencies of the campus conducts a SWOT analysis identifying internal strengths and weaknesses and external opportunities and threats including any financial, regulatory, and other potential risks. Included in this analysis are shifts in technology, markets and competitors.

The Central Planning Committee prepares a list of Planning Assumptions which guide the strategic plan. These planning assumptions are arrived at after an analysis of a myriad of factors including the opportunities and barriers identified during the SWOT analysis, the human resources capabilities and needs of the college and the availability of these same resources to the college. Long term sustainability by the college and organizational continuity in emergencies is addressed by planning committee as a whole and by the individual areas within the scope of the State of South Carolina guidelines.

College-wide input is then sought to prioritize the Planning Assumptions and to identify the characteristics that Denmark Technical College would need to exhibit in order to function successfully given the Planning Assumptions.

All information is synthesized by the Central Planning Committee and the Strategic Goals for Denmark Technical College are finalized. Specific performance criteria are then identified to measure progress toward achieving the goals. The Strategic Goals are disseminated and each

Planning unit is responsible for identifying their objectives and performance criteria within the goals of the college and for developing and action plan for achieving their objectives.

Long-term organizational sustainability and organizational continuity in emergencies and the college's ability to execute the strategic plan are the responsibility of the senior leadership.

### **2. How do your strategic objectives address the strategic challenges you identified in your Executive Summary? (Section I, Question 4)**

Below are the challenges faced by Denmark Technical College and the strategic objectives that address those challenges.

**The Educational Challenge** – To provide the opportunity for the South Carolina citizens served by the college to receive the education and training needed to transfer to a four-year institution or to go into workforce. Significant educational resources are needed to provide this opportunity due to the fact that the college's students come from a rural, economically deprived area with inadequate preparation through the public schools.

**Goal 1 Marketable Graduates:** Prepares graduates with the skills and competencies to meet the demands of a technologically dynamic, competitive workplace and academically challenging senior college environments.

**Goal 2 Academic Programs:** Provide comprehensive instructional programs with flexible access to education, training, and retraining using distance learning, evening and weekend scheduling, and variable length courses in addition to traditional instruction.

**Goal 3 Systematic Teaching and Retention (STAR):** To improve the retention of transitional studies students through systematic teaching, enhancing academic support and student services through the implementation of "Project STAR: Systematic Teaching and Retention."

**The Operational Challenge** – To manage a small college, which must perform all of the functions of a larger institution, with fewer resources, both human and financial, to the same standard as the larger institutions with more abundant resources?

**Goal 5 Resources:** Expand and upgrade the financial and infrastructure resources necessary to achieve the College's Mission.

**Goal 8 Marketing and Image:** Develop a marketing strategy to promote the image of the College and to facilitate the recruitment of students.

**The Human Resource Challenge** - To attract the caliber of faculty and staff needed at a small, rural college to effectively meet both the academic and management goals effectively and efficiently.

**Goal 6 Institutional Effectiveness:** Ensure accountability and the effective and efficient performance of all aspects of the College through assessment and continual professional development of the faculty, staff, and administrators.

**Goal 7 Student Development:** Provide students with instructional support and cultural, recreational, and social experiences in a student-centered environment with respect for diversity.

**The Financial Challenge** - To maintain and update a physical plant with considerable fewer resources than the other technical colleges due to the fact that the 3 counties served by Denmark Technical College provide a total of less than \$10,000 annually to the college in comparison with the millions provided to the other colleges by their counties. Again the rural, economically

deprived area creates extreme financial challenges as the State support for higher education consistently declines.

**Goal 5 Resources:** Expand and upgrade the financial and infrastructure resources necessary to achieve the College's Mission.

**Community-Related** – To contribute to the economic development of the service area and the state by providing education and training needed to help attract and keep businesses and industries.

**Goal 4 Economic Development:** Contribute to the economic and community development of the service area and the state through cooperative and collaborative programs with business and industry, community agencies and organizations, local schools and other colleges and universities.

### **3. How do you evaluate and improve your strategic planning process?**

The effectiveness of the Strategic Planning Process is reviewed periodically by the Executive Cabinet and any changes or modifications are determined by that body and implemented in the next cycle.

### **4. How do you develop and track action plans that address your key strategic objectives? Include how you allocate resources to ensure the accomplishment of your action plans.**

Action plans are developed as a part of the annual operational planning process. The operational plans of the units are developed to support the achievement of specific strategic goals. The allocation of resources is a two-step process. The first is to maintain a base-line operational budget for each program area to function. The second is to allocate specific equipment allocations and federal, state, or private foundation grant funds to support strategic initiatives.

### **5. How do you communicate and deploy your strategic objectives, action plans and related performance measures?**

Denmark Technical College's Mission Statement and Strategic Goals are communicated on the College Catalog and the Student Handbook. They are disseminated in the planning documents distributed to the planning units which encompass all areas of the college.

### **6. How do you measure progress on your action plans?**

Denmark Technical College assesses progress on its action plans on annual basis. Each planning unit must assess and report on the progress in meeting its action plans. This information is compiled and presented in a document to the Denmark Technical College Area Commission.

### **7. If the organization's strategic plan is available to the public through its internet homepage, please provide and address for that plan on the website.**

The College's strategic plan is not posted on the internet.

## Strategic Planning

Program Number and Title	Supported Organization Strategic Planning Goal/Objective	Related FY 07-08 Key Action Plan/Initiative(s)	Key Cross References for Performance Measures*
Instruction	Prepare graduates with the skills and competencies to meet the demands of a technologically dynamic, competitive workplace and academically challenging senior college environments.	1. To place at least 80% of graduates in their chosen field or at a 4-year institution. 2. To meet the Cohort Graduation Success Rate of 30.0-45%	7.1.1; 7.1.2
Instruction	Provide comprehensive instructional programs using flexible access to education, training, and retraining using distance learning, evening, and weekend scheduling, and variable length courses in addition to traditional instruction.	1. To have accredited all programs with national accrediting bodies on the CHE list of accrediting agencies. 2. Maintain all degree, diploma, and certificate programs in "Good Standing" based on the criteria in the Program Evaluation System	7.6
Instruction	To improve the retention of transitional studies students through systematic teaching, enhanced academic support and student services through the implementation of "Project STAR: Systematic Teaching and Retention."	1. Install the new technology classroom in the Systematic Teaching and Retention (STAR) Center. 2. Increase the number of students successfully completing STAR. 3. Complete the implementation of the STAR initiatives.	7.6
Instruction	Expand and upgrade the financial and infrastructure resources necessary to achieve the College's Mission.	1. Maintain operation despite enrollment increases and less in state appropriations. 2. Maintain a loan default rate of less than 10% 3. Open the newly remodeled Engineering Technology Center 4. Encourage monetary support for students from the National Alumni Association	7.2.2; 7.3.1; 7.3.4
Instruction	Ensure accountability and the effective and efficient performance of all aspects of the College through assessment and the continual professional development of the faculty, staff and administration.	1. Provide for the professional development of faculty and staff. 2. Ensure that all faculty meet SCAS criteria 3. Provide for faculty salaries to meet the CHE Performance Criteria Standards	7.4.2; 7.4.1
Instruction	Provide students with instructional support and cultural, recreational, and social experiences in a student –centers environment with respect for diversity.	1. Hire additional Academic Counselors to assist students with attendance and other academic related issues.	7.6
Instruction	Contribute to the economic and community development of the service area and the state through cooperative and collaborative programs with business and industry, community agencies and organizations, local schools and other colleges and universities	1. Provide renewed emphasis on the economic development and service to Bamberg, Barnwell, and Allendale Counties through the Continuing Education Division and by increased involvement with local governmental bodies and area agencies. 2. Assist service area employers in providing education and training to their employees 3. Provide instruction to high schools in the services area through dual enrollment courses	7.6
	Develop a marketing strategy to promote the image of the College and to facilitate the recruitment of students.	1. Increase enrollment	7.2.1

\*Key Cross-References are a link to the Category 7 – Organizational Performance Results. Theses References provide a Chart number that is included in the 7<sup>th</sup> sections of this document.

### **Category 3 – Student, Stakeholder, and Market Focus**

The Student, Stakeholder, and Market Focus Category examine how your organization determines the requirements, expectations, and preferences of students, stakeholders, and markets. It also examines how your organization builds relationships with students and stakeholders, and the key factors that attract students, and lead to student and stakeholder satisfaction, loyalty, increased educational services and programs, and organizational sustainability.

#### **1. How do you identify the student and market segments your educational programs will address? How do you determine which student and market segments to pursue for current and future educational programs, offerings, and services?**

The Executive Cabinet provides the leadership in identifying student market segments. In this forum the current situation regarding the availability of high school graduates, the needs of the area high schools, the opportunities to recruit in the local community, and the needs of business and industry in the service are brought to the table. Following analysis and discussion, the Executive Cabinet identifies the student markets and sets enrollment targets. The Executive Dean for Student Services and Academic Support and her recruitment staff develop strategies for recruiting for the coming year. The Chief Academic Officer works with the faculty to meet any new or unmet program needs.

To determine which student market segments to pursue for the future, the senior leadership keeps abreast of developments in the community as new companies moving into the area or the development of a new agency, or the implementation of state or federal regulations which will create the demand for a new academic program.

#### **2. How do you keep your listening methods current with changing student and stakeholder needs and expectations (including educational programs, offerings, and service features)? How do you determine the relative importance of the expectations to these groups' decisions related to enrollment?**

The senior leadership keeps abreast of developments in teaching and learning methods and techniques through professional meetings, professional journals and magazines, and through contact with vendors of technology and software. The major impact on listening and learning methods in recent years has been the uses of technology in the classroom and to have instructors integrate the use of technology in the teaching and learning process.

#### **3. How do you use information and feedback from current, former, and future students and stakeholders to keep services and programs relevant, and provide for continuous improvement?**

Information is collected both formally using surveys and informally through reports from students and stakeholders. The College administers assessment surveys to current students, graduates, and stakeholders requesting information regarding their satisfaction with programs and services. Each academic program area also works with an Advisory Committee composed of individuals from business and industry and from state and local agencies who have an interest in that academic area. These individuals meet on campus with the program faculty to review the

curriculum and discuss issues and events which may affect the academic program. The results of Advisory Committee meetings are documented in a report to the Vice President of Academic Affairs and taken into account in curriculum discussions.

**4. How do you determine student and stakeholder satisfaction and dissatisfaction and use this information to improve?**

Student and stakeholder satisfaction and dissatisfaction are conveyed to the senior leadership in two ways: formally and informally. The College surveys students and stakeholders on a regular basis to determine their satisfaction or dissatisfaction with classroom instruction and their experiences at Denmark Technical College. This information is analyzed and reported to the Executive Cabinet and then disseminated to the appropriate areas for consideration in their planning process.

As a small campus in small community, students and stakeholders have easy access to senior leaders on the campus. The senior leadership of the campus, including the President, maintain an open door policy for all constituencies of the campus. Student and stakeholder satisfaction and/or dissatisfaction is communicated to senior leaders on a daily basis and situations and issues which are recurring are brought to the Executive Cabinet for action.

**5. How do you build positive relationships to attract and retain students and stakeholders, to enhance student performance, and to meet and exceed their expectations for learning? Indicate any key distinctions between different student and stakeholder groups.**

Denmark Technical College is a student-centered environment. Denmark Technical College has developed a number of unique ways to assist students as they pursue their education. The College provides financial aid, on-campus housing, child care assistance funds, and transportation in the service area. In addition to providing financial aid students, Denmark Technical College financial aid counselors also assist students who have not learned how to navigate the financial aid bureaucracy by helping them to submit federal financial aid application. The College also provides transportation assistance to students in the service area. A bus transport students from home to the campus in the morning and returns them at night. Using grant funds the College also provides child care assistance funds to students who qualify. In the academic program area the faculty provides students with academic progress reports every two weeks to help them stay on track academically. The College tracks attendance and provides academic counselors who monitor student attendance and assists students with attendance problems.

These practices help foster student success which is key not only to retention of students, but also important in recruiting students. Denmark Technical College's advertising emphasizes these student-center features along with its academic program to promote the college in the newspapers, on billboards and the radio. Creating a positive, caring image and documenting Denmark Technical College's contributions to the community and business and industry is important in attracting community stakeholders to support the college and its activities.



## **Category 4 – Measurement, Analysis, and Review of Organizational Performance**

**The Measurement, Analysis, and Review of Organizational Performance Category examines how your organization selects, aggregates, analyzes, manages, and improves its data, information, and knowledge assets. It also examines how your organization reviews its performance.**

**Note: The terms “information” and “analysis” refer to the key measurements used by your organization to analyze performance. Because of the key nature of the data and information, they should be linked to the organization’s operations, systems and processes described in your Business Overview and Category 6 – Process Management.**

**The term “knowledge assets” refers to the accumulated intellectual resources of your organization. It is the knowledge possessed by your organization and its faculty and staff in the form of information, ideas, learning, understanding, memory, insights, cognitive and technical skills, and capabilities.**

### **1. How do you select which operations, process and systems to measure to determine student learning, and for tracking daily operations and overall organizational performance, including progress relative to strategic objectives and action plans?**

The operations, process and systems selected to measure student learning are identified by external organizations and by the planning unit faculty and administrators using best practices developed by various academic and nonacademic professional organizations. External organizations such as accrediting agencies (the Southern Association of Colleges and Schools, the Accrediting Board for Engineering Technology, the National Association for the Education of Young Children, the Association of Collegiate Business Schools and Programs, and the National Accrediting Commission of Cosmetology Arts and Sciences). The South Carolina Commission on Higher Education and the State Board for Technical and Comprehensive Education and the State Legislature have identified not only the operations, processes and systems that need to be measured, but also have created standards and criteria which the college must meet. Internally Denmark Technical College examines its organizational performance on an annual basis through its Institutional Planning and Assessment process.

### **2. How do you select, collect, align, and integrate data/information analysis to provide effective support for decision making and innovation throughout your organization?**

**Note: Analysis includes trends, projections, comparisons, and cause-effect correlation intended to support performance reviews and the setting of priorities for resource use. Analysis draws upon many types of data including student and stakeholder related requirements, operational, competitive, and others. (Results are reported in Category 7).**

Data/information to support decision-making is generated through the Office of Institutional Research, Planning, and Development. The office staff prepares the following types of data/information which is used to support decision making throughout the organization:

- a. Operational data such as enrollment statistics, course enrollments, faculty load, classroom utilization data, are produced on an ongoing basis for the individuals and offices responsible for managing those areas of the college. That information is used to guide college operations daily.

- b. Management data/information such as new student projection, trend data, cost analysis, and comparison data by years or with competitors or peers is used by senior leadership to monitor progress and make strategic decisions.
- c. Assessment or evaluation data is generated for internal use and to send to the State Technical System Office or the Commission on Higher Education to be used in evaluating organizational performance. This includes program evaluation data, performance funding data, and data for the IPEDS federal data system.

**3. How do you keep current your key measures current with educational service needs and directions?**

They are reviewed periodically by the senior leadership who keep current on “best practices” in higher education for measuring educational service needs and directions to ensure that the college is measuring performance effectively.

**4. How do you select and use key comparative data and information from within and outside the academic community to support operational and strategic decision making?**

Key comparative data is selected based on the type of decision to be made and the content area, fiscal, enrollment, programmatic, etc. and the arena from which the comparison would be drawn, whether national, regional, statewide, or local. The senior leader responsible for making the decision will determine the appropriate comparison group.

**5. How do you make needed data and information available? How do you make them accessible to your workforce, students and stakeholders?**

The college maintains an intranet site. Much of the information is provided in electronic format. The college uses Datatel Colleague system for information processing. Processes are being developed to make information available through the emerging web technologies. This will allow serving the population in segments and providing data as they will be requested.

**6. How do you ensure data integrity, timeliness, accuracy, security and availability for decision making?**

In order to ensure the data integrity, timeliness, accuracy, security and availability for decision-making, the President has designated one office, the Office of Institutional Research, Planning, and Development as the source of all data used for reporting and decision-making. The senior officer also supervises the Information Technology function of the campus which includes the administrative data base. This organizational structure greatly facilitates the generation of data for decision-making.

**7. How do you translate organizational performance review findings into priorities for continuous improvement?**

The results of performance review findings are incorporated into action plans developed by the planning units for the coming year. For instance, an academic program which has been put on probation due to lack of graduates, must include a strategy for increasing graduates to meet the standard within the shortest time frame possible. Organizational performance review findings at an organizational level are addresses within the strategic objectives of the institution for the coming year. Progress toward achieving the objectives is then assessed at the end of the year.

**8. How do you collect, transfer, and maintain organizational and employee knowledge?  
How do you identify and share best practices?**

Organizational and employee knowledge are collected and maintained in the State Technical College System Policy Manual, the Denmark Technical College Policy Manual, the Academic Catalog, and the Student Handbook. Student records are maintained by the Office of Admissions and Records along with the forms and procedures for the processes by they are collected. Employee records and personnel procedures are maintained in the Personnel Office. Denmark Technical College personnel participate in the State Technical College System Peer Groups, which meet regularly to discuss common policies, procedures and practices. In addition professional employees attend professional meetings and workshops to stay abreast of the best practices in their fields. Best practices are shared by supervisors and employees in individual offices and by the senior leadership with their respective staff.

## Category 5 – Workforce Focus

**This category examines how your organization engages, manages, and develops your workforce to utilize its full potential, aligned with the organization’s mission, objectives, strategies, and action plans. It also examines your ability to assess workforce capability and capacity needs to build a workforce environment conducive to high performance.**

**Note: The term “workforce” refers to all people actively involved in accomplishing work of your organization, including paid employees (e.g., permanent, part-time, temporary, telecommuting employees as well as contract employees supervised by the organization) and volunteers as appropriate. The workforce includes administrators and supervisors at all levels. Contract employees supervised by a contractor performing support processes should be addressed in Category 6 – Process Management.**

**Note: The term “workforce capability” refers to your organization’s ability to accomplish its work processes through the knowledge, skills, abilities, and competencies of its people. Capability may include the ability to build and sustain relationships with students and stakeholders; to innovate and transition to new technologies; to develop new educational programs, offerings, services, and work processes; and to meet changing organizational, market, and regulatory demands.**

**Note: The term “workforce capacity” refers to your organization’s ability to ensure sufficient staffing levels to accomplish its work processes and successfully deliver your programs, offerings, and services to your students and stakeholders.**

### **1. How do you organize and manage work to enable your workforce to develop and utilize their full potential, aligned with the organization’s objectives, strategies, and action plans? How do you evaluate and improve your organization and HR processes?**

The primary responsibility of faculty is to teach and to advise students. By policy full-time faculty at Denmark Technical College teach between 18 and 24 credit hours a semester. In addition they must keep at least 8 office hours a week during which they must be available to advise students. Faculty teaching day classes are expected to be at work from 8:30 a.m. to 5:00 p.m. Those who teach in the evening or on Saturday have their schedules adjusted accordingly. Institutional support is available for faculty to attend conferences, meetings, and seminar to further their professional development. Three Denmark Technical College faculty members participated in the State Technical College System Leadership Development program.

Administrators and staff members have an official position description form which outlines their responsibilities. Specific job duties are assigned by the individual’s supervisor. Funds are also available to administrators and staff for professional development and training.

### **2. How do you achieve effective communication and knowledge/skill/best practice sharing across departments, jobs, and locations??**

Denmark Technical College senior leaders encourage the sharing of knowledge and information across the campus. The President meets regularly with the Executive Cabinet. The Vice President of Academic Affairs meets with the Deans Council and each of the other senior leaders meet with their respective staffs. In addition individuals are encouraged to share information

during their daily operations. Denmark Technical College is a small college where administrators have frequent interaction during the course of a day in the management of the college.

**3. How does your workforce performance management system, including feedback to and from individual members of the workforce, support high performance work and contribute to the achievement of your action plans?**

Denmark Technical College uses the Faculty Performance Management System which includes performance standards which are related to the goals of the college. The Employee Performance Management System also is related to the specific responsibilities of the employee.

**4. How do you accomplish effective succession planning? How do you manage effective career progression for your entire workforce throughout the organization?**

As a small college with a relatively flat organization, opportunities for promotion to a higher level position within the same area are minimal. Qualified individuals are encouraged to apply for positions which enable them to advance. In a state institution, succession planning is restricted by state law and personnel policies.

**5. How does your development and learning system for leaders address the following:**  
**a. development of personal leadership attributes**  
**b. development of organizational knowledge**  
**c. ethical practices**  
**d. your core competencies, strategic challenges, and accomplishment of action plans?**

Denmark Technical College hires individuals with the credentials and experience that meets the needs of the position into which they are hired. Once hired the individual is provided the needed materials to familiarize them with the policies and procedures of the college. Funds are provided to send individuals to professional development workshops, seminars, and conferences. At the time of hire and on an annual basis all employees are given copies of the state and institution's policies regarding ethical practices in employment. Individuals are guided in the ethics of procurement, hiring, conduct, and budget management.

**6. How do you assess your workforce capability and capacity needs, including skills, competencies, and staffing levels?**

Workforce capability and needs are assessed through the review of institutional effectiveness in light of current staff commitments and the availability of new financial resources to add or upgrade staff. Workforce capability is assessed using performance measures and the annual evaluation of employee performance.

**7. How do you recruit, hire and retain new employees?**

Denmark Technical College recruits, hires, and retains employees in accord with South Carolina State Employment Policies and the Employment Policies and Procedures of the State technical College System.

**8. How does your workforce education, training, and development address your key organizational needs? How do you encourage on the job use of new knowledge and skills?**

Organizational needs are outlined in the position description prior to advertising the position. Individuals are hired with the required education, training and experience to function effectively in the position. The required education, training, training, and experience assigned to a position are guided by the State Technical College Personnel Guidelines and the State of South Carolina guidelines. The effectiveness of this education and training is evaluated by the senior leadership. The senior leadership encourages the use of new knowledge and skills on the job by advocating such with college employees and incorporating the use of new knowledge in the employee and faculty evaluation systems.

**9. How do you evaluate the effectiveness of your workforce and leader training and development systems?**

The effectiveness of the workforce and leader training development systems is evaluated through the assessment of the accomplishments of the institution as effected by the leadership.

**10. How do you motivate workforce to develop and utilize their full potential?**

Faculty and staff are motivated to develop and utilize their full potential through the performance evaluation system. Professional development opportunities are available and individuals are encouraged to pursue those opportunities when appropriate.

**11. What formal and informal assessment methods and measures do you use to obtain information on workforce well-being, satisfaction, and motivation?**

As a small campus, Denmark Technical College senior leadership maintains an open door policy for faculty and staff. The President and Vice President of Academic Affairs meet regularly with the faculty and staff. The employee performance management system provides opportunity for feedback from faculty and staff as well. The Office of Personnel is also readily available to faculty and staff for input on well-being, satisfaction, and motivation.

**12. How do you use workforce satisfaction assessment finding to identify and determine priorities for improvement?**

The information that is presented to the individuals listed above is brought to the Executive Cabinet for review and discussion. Any recommendations for improvement are made to the administrator in charge of the area for implementation.

**13. How do you maintain a safe, secure and healthy work environment? (Include your workplace preparedness for emergencies and disasters.)**

Denmark Technical College maintains a safe, secure, and healthy work environment by staffing a 24-hour campus police force, providing health care services to students with provision for 24-hour emergency access, and maintaining a clean and safe physical plant. The institution has an Environmental Safety Plan which includes emergency and disaster preparedness.

## **Category 6 – Process Management**

**The Process Management Category examines how your organization determines its core competencies and work systems, and how it designs, manages, and improves its key processes for implementing those work systems to deliver student and stakeholder value and achieve organizational success and sustainability.**

**Note: The term “core competencies” refers to your organization’s areas of greatest expertise. Your organization’s core competencies are those strategically important capabilities that provide an advantage in your market and service environment. Core competencies may involve technology expertise or unique educational programs, offerings, or service that are responsive to the needs of your students, stakeholders, and markets.**

**Note: Your key work processes are the processes that involve the majority of your organization’s workforce and produce student and stakeholder value. Your key work processes are those that are most important to maximizing student success.**

### **1. How do you determine and what are (list) your organizations core competencies, and how do they relate to your mission, competitive environment, action plans?**

Denmark Technical College’s key learning-centered process that delivers the educational programs, offerings, and student services are determined primarily by the mission of the college and the needs of the students. The Mission of Denmark Technical College is to provide students the knowledge and skills necessary for employment and maintenance of employment as technical, semi-professional, and skilled workers, to prepare students for transfer to senior institutions, and to provide graduates with competency in written and oral communication, computer literacy, information processing, mathematics, and the problem-solving and interpersonal skills necessary for life-long learning. The College seeks to fulfill its mission by using multiple instructional methods, including traditional lecture and lab, online courses, and distance learning education via interactive video and satellite technology for both on-campus and off-campus instruction. The major programs of the College are developed from the employment needs of the service area and the state. Each associate degree has a strong general education component in addition to the major courses. Each diploma program also requires general education courses.

Denmark Technical College has designed its academic support processes to assist a student body comprise of many first generation college students, who attend rural high schools, and are frequently under prepared. The College requires and monitors attendance using a computerized attendance system. Students receive an academic progress report every two weeks of the semester. Student services include health services, academic counseling, career planning and placement, student activities, financial aid, transportation for those in the service area, and child care funds for those who qualify.

### **2. What are your organization’s key work processes?**

The college’s key work processes are those surrounding the recruitment, admission, awarding of financial aid, registration, instruction, and graduation of students. All other processes support this “produce” stream. Support processes include plant management, fiscal management, employee management, and the management of student support services.

**3. How do you incorporate input from students, faculty, staff, stakeholders, suppliers, and partners for determining your key work process requirements?**

All academic programs must go through a formal approval process which includes the Denmark Technical College Area Commission, the State Board for Technical and Comprehensive Education, and the Commission on Higher Education. The State Board and the Commission on Higher Education all have proposal guidelines which ask for needs assessment, documentation of student pools, and a description of the individuals who will benefit from the programs. Stakeholders, suppliers and partners are surveyed in this process. Continued input from stakeholders is received through annual Advisory Committee meetings. Students are surveyed each semester and graduates as they exit the college as to their satisfaction with their educational process. This information is presented to the Academic Deans' Council and the Executive Cabinet for review and use in making adjustments and improvements to instructional programs.

**4. How do you incorporate organizational knowledge, new technology, cost controls, and other efficiency and effectiveness factors, such as cycle time, into process design and delivery?**

Organizational knowledge, new technology, cost control, and other efficiency and effectiveness factors are addressed in the planning process. For example, the introduction of new technology has been a part of Denmark Technical College's planning process for the last 12 years. The overall direction of the College in regard to technology has been and continues to be driven by institutional level plans and controls for implementing new systems and pursuing continuous improvement. Individual unit plans include the development of new technologies and upgrading of laboratories. Frequently grant funds are pursued to facilitate new developments. The college received a NASA Curriculum Improvement Program Award (CIPA) to introduce robotics in its Electromechanical Engineering Technology Program.. Cost controls are inherent in the procurement process where senior leadership and administrators are required to monitor spending and ensure that the college meet all of the procurement guidelines.

**5. How do you systematically evaluate and improve your learning-centered processes?**

The learning-centered processes are evaluated in a number of different ways. The Program Evaluation System annually evaluates all degrees, diplomas, and certificate programs as either in good standing, on probation, or on suspension. The teaching-learning process is evaluated by students using the New Freshmen Survey, the Student Evaluation of Instruction, the Graduate Exit Survey, and the Alumni Survey, the Student Evaluation of Instruction, the Graduate Exit Survey, and the Alumni Survey. The results of these surveys are presented to the Executive Cabinet to consider. Any problems raised by these evaluations are addressed by the Executive Cabinet and recommendations for improvement and the institution's plan for dealing with the recommendations.

**6. What are your key support processes, and how do you evaluate, improve and update these processes to achieve better performance?**

The key support processes at Denmark Technical College are finance and accounting, physical plant management, institutional research, planning, marketing, and information technology management. These processes are evaluated annually using the Annual Assessment and Planning Process. The planning unit responsible for each of the processes conducts a self-assessment and indicates recommendations for improvement which are then incorporated into



the next year's operational plan. In addition various aspects of the processes are reviewed in the annual financial audit which is presented to the area Commission. The audit includes recommendations for improvement and the institution's plan for dealing with the recommendations.

**Note: Support processes are those that support your organization's products/services. For many organizations, this might include information and knowledge management, finance and accounting, facilities management, research and development, administration, intergovernmental relations, legislative and public affairs and marketing. Please address those key support processes most important to your organization and how you operate.**

**7. How does your organization ensure that adequate budgetary and financial resources are available to support your operations? How do you determine the resources needed to meet current budgetary and financial obligations, as well as new education related initiatives?**

Denmark Technical College has three sources of funds: regular state appropriate, student fees or local funds and grant funds. With the steady decrease in state support and the steady increase in enrollment the budgeting process of the College has used state appropriates to cover the personnel costs of the campus and local funds to sustain operations. Any new initiatives are funded either with one-time state support or grant funds. The President of the College works with the State Technical College System Presidents to secure the System's legislative request for funds from the State Legislature. The amount of the state appropriations request is determined by the Chief Financial Officer through the budgeting process and submitted to the State Technical College System Office. Resources for new educational initiatives are determined through the proposal preparation process where the institution defines the need or the project, identifies staffing needs, operational costs, and equipment costs, and prepares a budget.

## Category 7 – Organizational Performance Results

The Organizational Performance Results Category examines your organization's performance and improvement in all key areas: student learning outcomes; student-and stakeholder-focused outcomes; budgetary, financial, and market performance; workforce-focused outcomes; process effectiveness and leadership and social responsibility outcomes. Performance levels are examined relative to those of competitors and other organizations providing similar programs and services.

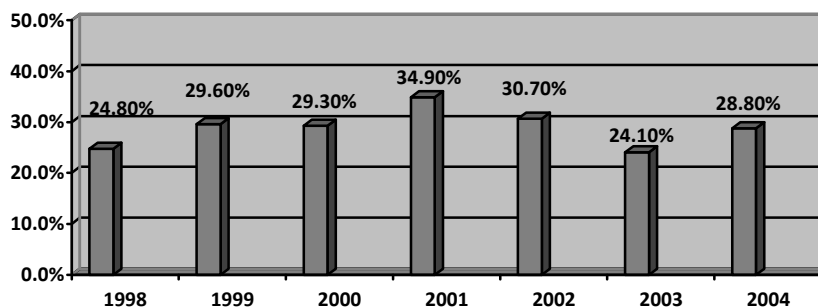
Quantitative measures may be supplemented by a discussion of qualitative measures where appropriate; however, every effort should be made to use appropriate quantitative measures that can be charted to show trends and comparisons to benchmarks.

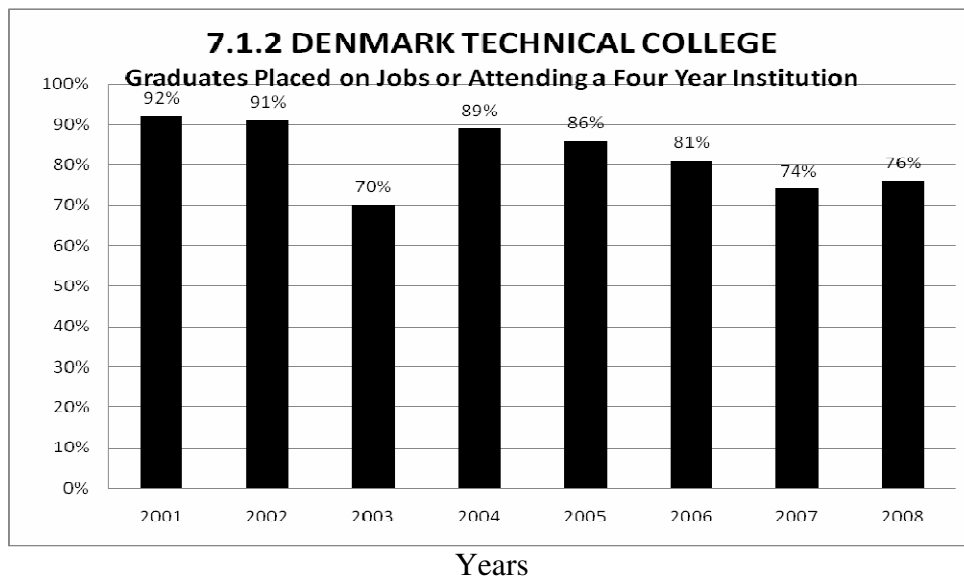
### 7.1 What are your performance levels and trends for your key measures on student learning, and improvements in student learning? How do your results compare to those of your competitors and comparable organizations?

The objective for Denmark Technical College in regard to Cohort Graduation Success Rates as calculated for Performance Funding is to meet the standard of a rate between 30% and 45%. For the 2004 Cohort the rate in 2007 was 28.8% which did not meet the standard. This is a 4.7% increase over the last cohort year. The college administration has implemented an online system of monitoring attendance and follow-up by academic counselors to provide early intervention to help improve the cohort graduation rate. The college will continue to monitor attendance.

#### 7.1.1 DENMARK TECHNICAL COLLEGE Cohort Graduation Success Rates

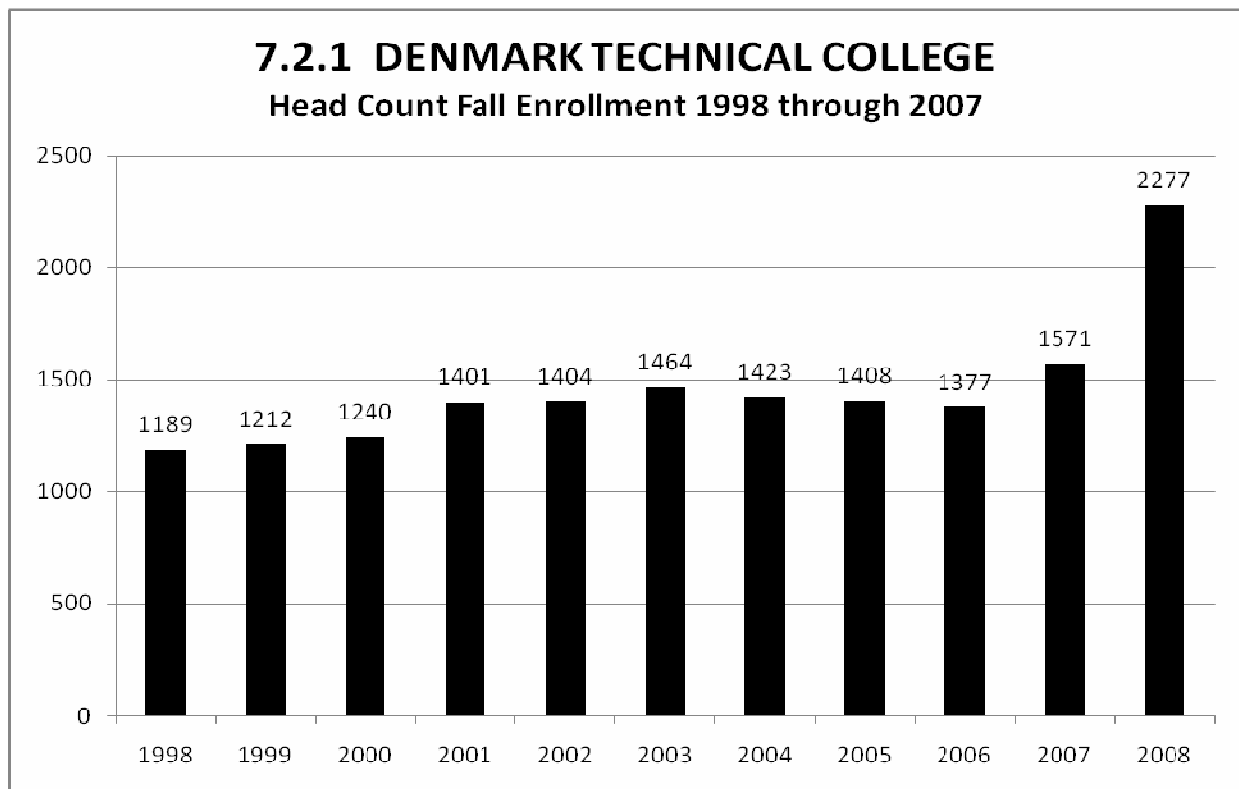
(150% Time Graduates Allowing for Transfer Out and Continued Enrollment)





**7.2 What are your performance levels and trends for your key measures on student and stakeholder satisfaction and dissatisfaction? How do your results compare with competitors and comparable organizations?**

One measure of stakeholder satisfaction is the enrollment of students. The enrollment increased by 45% from Fall 2007 to Fall 2008. The chart below shows the enrollment trend since 1998.



**7.3 What are your performance levels for your key measures on budgetary and financial performance, including measures of cost containment, as appropriate?**

Despite a consistent decrease in state allocations, Denmark Technical College has managed to maintain the lowest required tuition and fees in the State Technical College System. The table below (7.3.1) compares the state allocation dollars per FTE student for each year from 1991-92 to 2007-2008. The final column shows the percent in the dollars per student each fiscal year compared to the base of 1991-92.

Table 7.3.1 Percent Change in State Allocation Dollars Per FTE Student from 1991-92

Fiscal Year	State Allocation	FTE	Dollars per Student	Percent Change
1991-92	\$3,095,068	679	\$4,558	--
1992-93	\$3,082,869	606	\$5,087	11.6%
1993-94	\$2,949,002	667	\$4,421	-13.1%
1994-95	\$2,914,496	705	\$4,134	-6.5%
1995-96	\$2,966,665	680	\$4,363	-5.5%
1996-97	\$3,188,588	692	\$4,608	-5.6%
1997-98	\$3,446,603	784	\$4,396	-4.6%
1998-99	\$3,559,468	828	\$4,299	-2.2%
1999-2000	\$3,959,821	887	\$4,464	3.85%
2000-2001	\$4,379,827	994	\$4,406	-1.30%
2001-2002	\$4,486,257	1,098	\$4,086	-7.27%
2002-2003	\$4,056,126	1,233	\$3,3290	-19.5%
2003-2004	\$3,522,996	1,232	\$2,857	-13.1%
2004-2005	\$6,641,124	1,095	\$3,325	16.3%
2005-2006	\$6,676,047	1,170	\$3,142	-5.5%
2006-2007	\$3,784,328	1,144	\$3,308	5.3%
2007-2008	\$4,187,209	1,084	\$3,863	16.8%
2008-2009	\$4,004,741	1,181	\$3,391	-12.2%

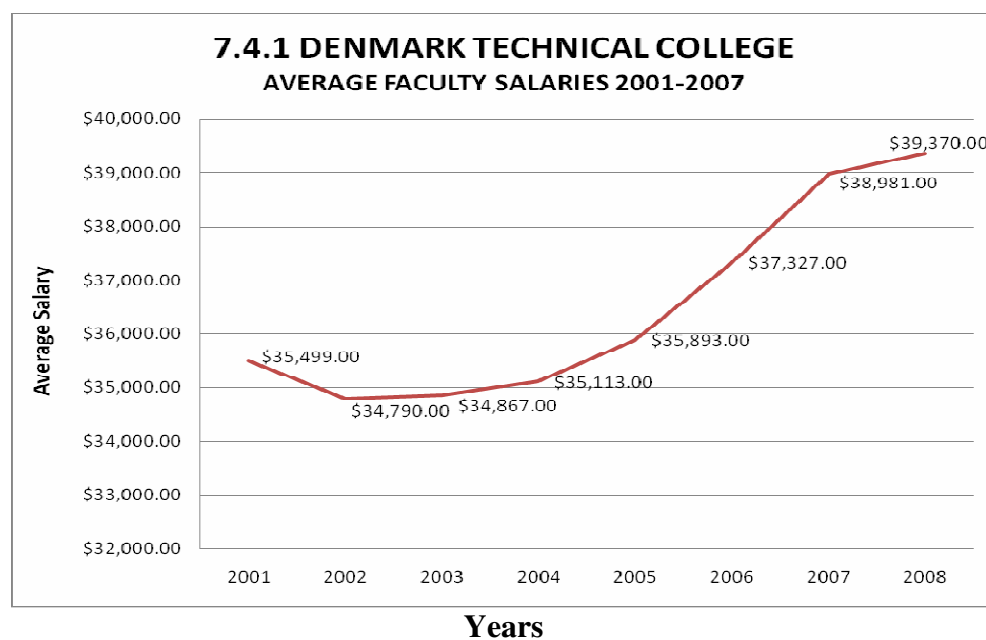
Despite the steady decrease in state dollars since 1991-1992, Denmark Technical College has maintained one of the lowest required tuition and fees in the system. In 2007-2008 Denmark Technical College had the lowest required tuition and fees in the system. The table below (7.3.2) gives figures for the last six years.

## FEES FOR FULL-TIME IN-STATE UNDERGRADUATES-STATES TECHNICAL COLLEGES

TECHNICAL COLLEGES	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Denmark	2,152	2,248	2,278	2,278	2,278	2,278	2,378
Williamsburg	2,112	2,112	2,692	2,692	2,830	2,830	2,942
Orangeburg-Calhoun	1,992	2,496	2,640	2,640	2,832	2,832	3,048
Central Carolina	2,092	2,500	2,500	2,700	2,900	2,920	3,020
Tri County	2,022	2,450	2,546	2,856	2,738	2,976	3,060
Northwestern TC	2,092	2,346	2,346	2,526	2,646	2,982	3,270
Piedmont	2,350	2,596	2,740	2,860	2,956	3,076	3,076
Horry -Georgetown	2,136	2,394	2,680	2,800	2,944	3,114	3,194
York	2,108	2,736	2,886	3,036	3,124	3,124	3,244
TC of Low country	2,142	2,600	2,900	3,050	3,050	3,150	3,270
Florence-Darlington	2,112	2,976	2,986	3,026	3,190	3,190	3,190
Spartanburg	2,132	2,660	2,806	2,902	3,094	3,194	3,314
Trident	2,092	2,446	2,688	2,950	3,114	3,220	3,330
Midlands	2,192	2,836	2,908	3,004	3,100	3,244	3,360
Greenville	2,142	2,600	2,900	300	3,190	3,290	3,396
Aiken	2,192	2,600	2,836	3,036	3,190	3,298	3,506

### 7.4 What are your performance levels and trends for your key measures of workforce engagement, workforce satisfaction, the development of your workforce, including leaders, workforce retention, workforce climate including workplace health, safety, and security?

Faculty salaries are a measure of the College's ability to provide for the well-being of the faculty. During the past six years, the average faculty salary at Denmark Technical College has met the standard of \$34,188 to \$43,260 set out by the Performance Funding process.



After fifteen percent (15.4%) of the Denmark technical College faculty held the doctorate in 2007-2008 and 51.2% had a master's degree.

Professional development funds are available to faculty, staff and administrators. One staff member was enrolled in the State Technical College System's Leadership Certificate Program with the University of South Carolina.

During 2001-2008 all faculty and staff participate in a series of customer service seminars.

Table 7.4.2 shows the proportion of Denmark Technical College faculty for the last seven years who hold the doctorate, master's, bachelor, associate degrees and the diploma. In order to meet SCAS Criteria faculty must hold a degree higher than the level of the courses that they are teaching. Faculty teaching in the associate degree programs and any courses that apply to an associate degree program must have a master's degree and 18 hours in the discipline. Faculty teaching developmental courses must have a bachelor's degree in the area, and those teaching in the certificate and diploma programs must have a diploma. Table 7.4.3 shows that all Denmark Technical College faculty meet the SACS Criteria.

#### **7.4.2 DENMARK TECHNICAL COLLEGE Highest Degree (%) Earned by Full-Time Faculty**

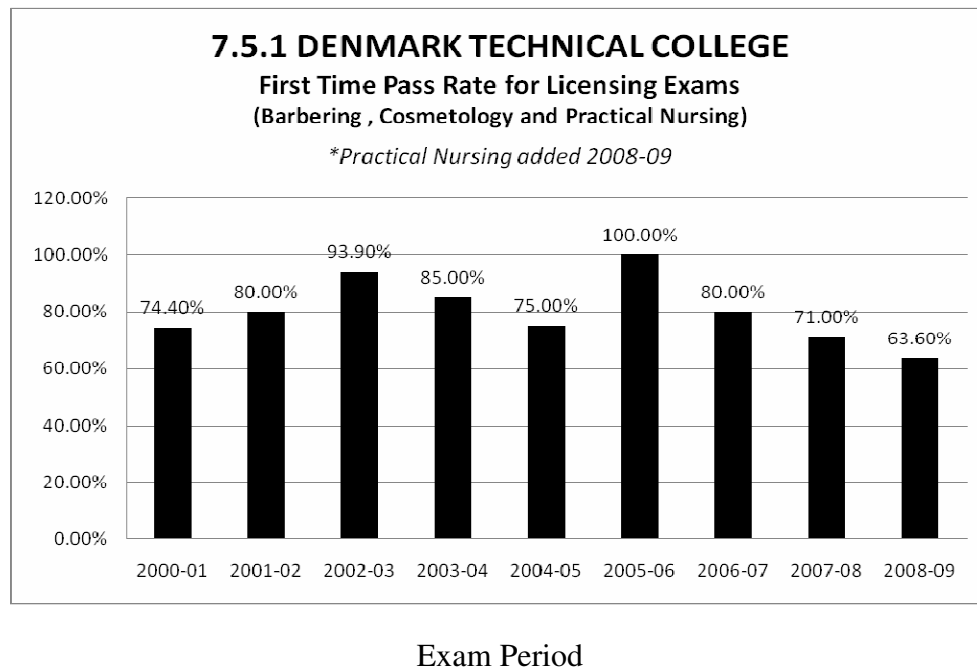
Year	Doctorate	Masters	Bachelors	Associate	Diploma
2001-2002	15.0	61.0	12.0	3.0	9.0
2002-2003	19.0	56.0	14.0	3.0	8.0
2003-2004	18.0	49.0	21.0	3.0	9.0
2004-2005	16.7	52.8	16.7	2.8	11.1
2005-2006	24.2	51.5	12.1	3.0	9.1
2006-2007	20.0	53.4	23.3	0.0	3.3
2007-2008	15.4	51.2	23.1	7.7	2.6
2008-2009	5.6	66.7	13.8	2.8	11.1

#### **7.4.3 DENMARK TECHNICAL COLLEGE Percent of Faculty Who Meet the SCAS Criteria**

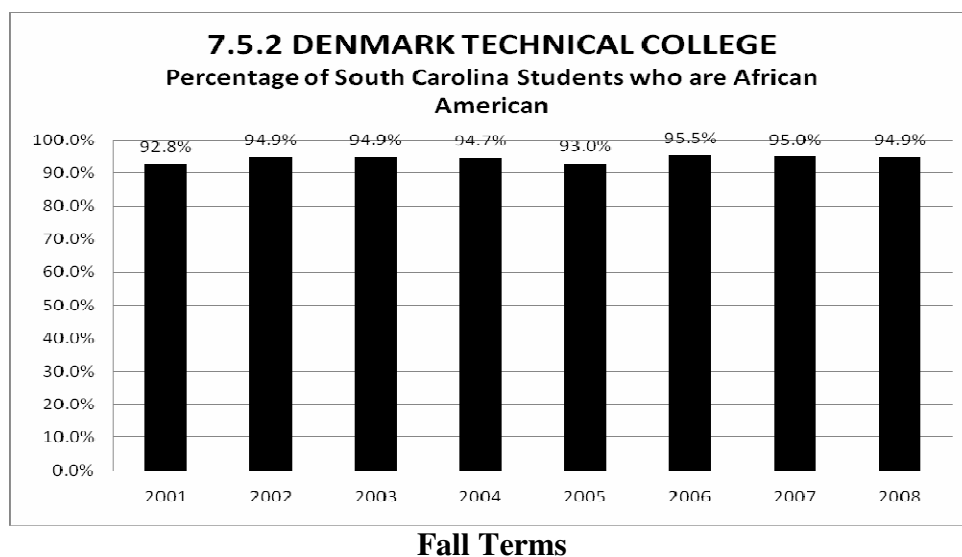
	2001	2002	2003	2004	2005	2006	2007	2008
Percent of faculty	100%	100%	100%	100%	100%	100%	100%	100%

**7.5 What are your performance levels and trends for your key measures of organization effectiveness/operational efficiency, work system performance (these could include measures related to the following: student performance and development: the education climate; responsiveness to student and stakeholder needs; supplier and partner performance; and cycle time).**

Barbering and Cosmetology are the only two programs at the college that require licensing or certificate exams. Table 7.5.1 shows the first-time pass rates for graduates of those programs.



Denmark Technical College is a Historically Black College and since 1947 has been charged to serve the State of South Carolina's African citizens; on the average over the last six years 6.2% of the student body has been composed of other races, primarily Caucasian.



Denmark technical College evaluates its academic programs on an annual basis. The evaluation process for associate degree and diploma programs is based on the number of graduates (a three-



year average of 6 or 6 in the recent graduation year), fall enrollment (16 for an FTE of 12 associate degrees, and 12 for an FTE of 9 for diplomas), and job placement rate (50% or more).

Certificate programs with graduates must place 50% of their graduates. Table 7.5.3 summarizes the 2009 Evaluation of the 2008 graduates.

### 7.5.3 DENMARK TECHINICAL COLLEGE

#### A Summary of the 2009 Program Evaluation Results for the 2008 Graduates

Program	No. of 2008 Grads.	3-Year Average	Fall 2008 Head Count	Fall 2008 FTE	Placement Rate as of Spring 2009
Associate in Arts	13	10	82	92	85%
Associate in Science	13	12	104	105	62%
General Technology	2	1	0	0	100%
General Business	9	7	41	47	55%
Administrative Support Technology	5	7	20	21	80%
Computer Technology	10	10	46	54	80%
Electromechanical Eng. Technology	4	7	20	21	25%
Electronics Technology	3	4	24	24	100%
Human Services	15	15	66	75	87%
Criminal Justice Technology	34	31	80	69	88%
Early Care and Education	25	23	65	67	92%
<b>Total Associate Degrees</b>	<b>133</b>	<b>127</b>	<b>548</b>	<b>585</b>	<b>78%</b>
Cosmetology	13	13	53	58	62%
Barbering	18	12	43	48	61%
Administrative Support	6	7	1	1	83%
Practical Nursing (new 2007)	3	1	20	24	0
<b>Total Diploma Programs</b>	<b>40</b>	<b>33</b>	<b>117</b>	<b>131</b>	<b>69%</b>
General Studies	10	5	555	118	80%
Word Processing	8	7	2	1	75%
Culinary Arts	14	9	106	111	71%
Accounting	5	5	4	3	100%
Multi-Media Graphics Design	0	0	2	2	0
Industrial Process Tech	0	0	0	0	
Pre-medical	10	6	27	29	70%
Nurse Aide	0	0	10	12	0%
Welding	15	14	126	131	73%
Computer Servicing and Repair	8	7	5	3	88%
Plumbing	8	9	11	12	63%
Building Construction Fundamentals	7	10	23	21	57%
Early Childhood Development	6	7	25	20	83%
Gerontology	9	3	6	6	67%
Criminal Justice	1	0	1	1	100%
<b>Total Certificate Programs</b>	<b>91</b>	<b>82</b>	<b>903</b>	<b>463</b>	<b>77%</b>
<b>Total All Awards</b>	<b>274</b>	<b>242</b>	<b>1568</b>	<b>1179</b>	<b>75%</b>

Each program is assigned an evaluation status based on the results of the assessment. The table below summarizes the Program Evaluation Status for Denmark Technical College programs from 2001 through 2007.

**7.5.4 DENMARK TECHNICAL COLLEGE**  
**Program Evaluation Status 2001 through 2007**

Type of Award	Year	Good Standing	New-Not Subject to Evaluation	Probation	Suspension	Totals
Degrees	2001	10	1			11
	2002	10	1			11
	2003	9	1	1		11
	2004	8	1	2		11
	2005	9	1	1		11
	2006	10	0	1		11
	2007	11	0	0	0	11
	2008	10	0	1	0	11
Diplomas	2001	3				3
	2002	3				3
	2003	3				3
	2004	3				3
	2005	3				3
	2006	3				3
	2007	3	1			4
	2008	4	0			4
Certificate	2001	21	5			26
	2002	18	6			24
	2003	19	6			25
	2004	17	7			23
	2005	17	4			21
	2006	12	9*			21
	2007	13	1			14
	2008	12	2			14

\*Inactive certificate programs de-activated by the College.

**7.6 What are your performance levels for your key measures related to leadership and social responsibility: accomplishment of your organizational strategy and action plans stakeholder trust in your senior leaders and the governance of your organization fiscal accountability; and regulatory, safety, accreditation, and compliance.**

**Note: Please address only top-level results showing aggregate measure of organizational performance that are reflective of the value added to students, faculty and staff, and stakeholders. Please include comparative data as applicable. These results are typically captured in performance goals and planning documents.**

The college improved customer services by centralizing enrollment services for students in one location, building 027. The offices in this building include Counseling/Testing, Recruitment, Admissions, Records, Financial Aid, and Career Planning and Placement.

The financial aid and admissions office implemented another part of DATATEL, by setting up Communications Management/Automatic Packaging so that offices can work together in making sure students are awarded aid within in the guidelines.

On April 28, 2009, Denmark Technical College in connection with the Barnwell Economic Development Commission opened the Denmark Technical College Technology Training Center, located in the Barnwell Industrial Park. This facility is one of the most high tech Manufacturing training facilities in the state. The college has served over 120 clients to date, and offers the following classes:

Phlebotomy Technician, Certified Nursing Aid (CNA), Medical Terminology, Clinical Medical Assistant (CMA), EKG/ECG Technician, Patient Care Technician, Medical Billing & Coding, Pharmacy Technician, Home Health Care Aide, Dialysis Technician, Dental Assisting, Workplace/MS Office 2007, Emergency Medical Technician (EMT), Defensive Driving, Pre-Manufacturing (NCCER), Industrial Process & Assembly, Warehouse Specialist, Multi-Skills Maintenance, Industrial Electrician, Welding, and HVAC Technician

Two summer programs were held on campus: A Robotics Institute for students in Middle and High School; A Summer Youth Program for students in the tri-county area in collaboration with Lower Savannah Council of Government

Academic scholarships were awarded to students in Computer Technology, Engineering, and Associate of Science programs through the College's NNSA grant.

In May 2009 the DTC Practical Nursing Program received full approval from the SC Board of Nursing.

Practical Nursing class of 2008 graduated 9 students. As of 9/16/09 five students have taken and passed the national licensure exam, NCLEX-PN. Four students are employed and 1 student is currently taking courses toward the RN degree.

Nurse Aide Program class of 2009 had a 100% pass rate on the Certified Nursing Assistant exam.

Three students attended a summer internship with Department of Energy at National Nuclear Laboratory Sites, two students interned at the NNSA site in Livermore, California and one student interned in Las Vegas, Nevada working in Information Technology and Cyber Security.

The Denmark campus was upgraded with directional signage throughout the campus.

The college completed upgrades for ADA compliance.